



ATS INTERNATIONAL CONFERENCE BOOTH DISPLAY RULES AND REGULATIONS

The American Thoracic Society would like to thank the International Association of Exhibitions & Events for allowing us to utilize their IAEE Guidelines for Display Rules and Regulations, updated for North American events in 2023. The ATS uses these guidelines along with rules created and added by the ATS for booth display rules at the ATS International Conference. The guidelines are enforced to create consistent and fair exhibiting standards for our conference.

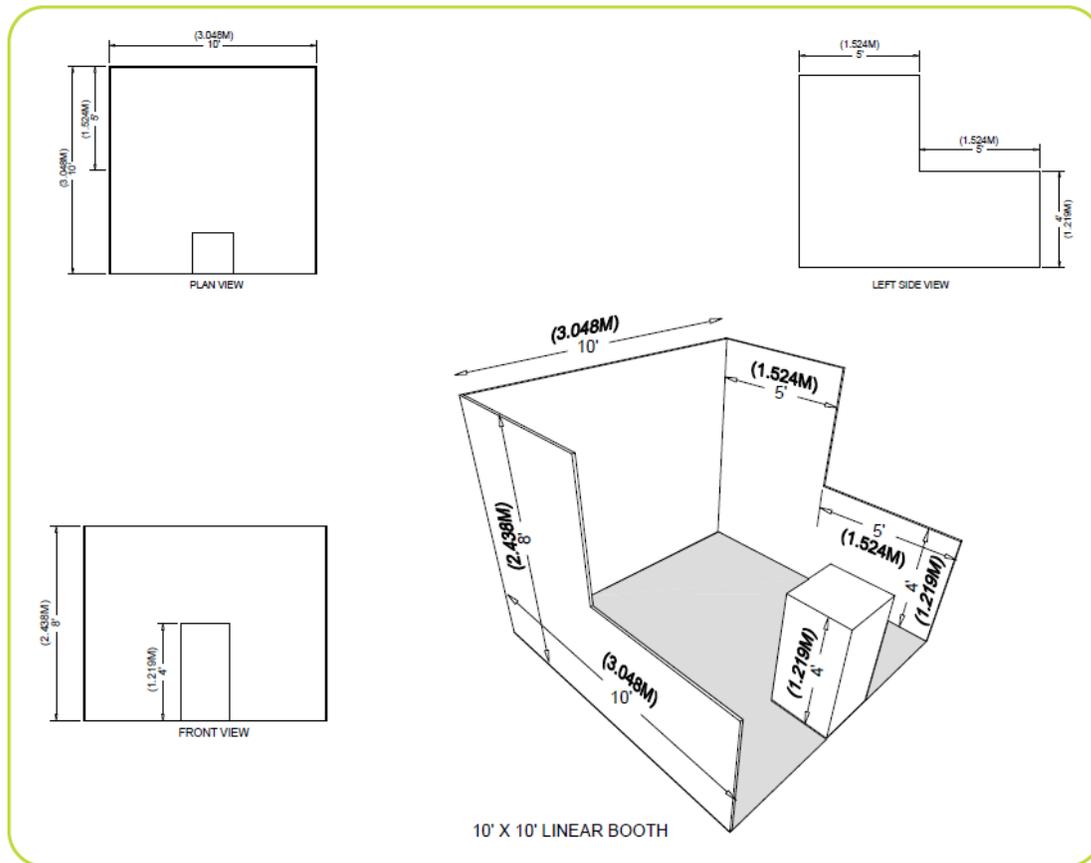
Line-of-Sight Display Rules

Line-of-sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors.

Linear Booth

An in-line or linear booth is a 10'x10' booth or multiples thereof arranged in a straight line. Exhibit fixtures, components, and identification signs along the back of the booth are permitted to a maximum height of 8ft. All side material must not be higher than 4ft. and must not block line of sight to the adjacent booths. All display materials over 4ft. high must be confined to that area of the booth that is at least 5ft. from the front aisle line.

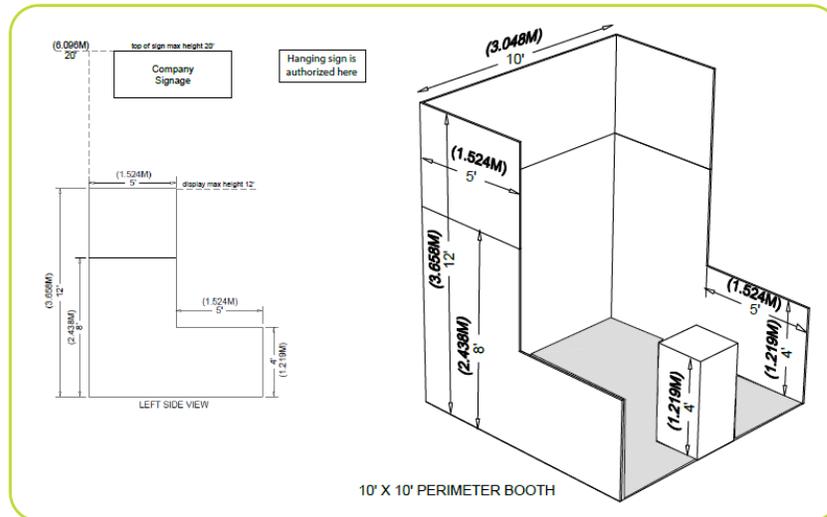
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



Perimeter Wall Booth

A perimeter wall booth is a standard 10'x10' booth or multiples thereof, located on the outermost aisle of the exhibit floor with no booth behind you. Booth display material in perimeter booths is permitted to extend to a 12ft. height in the rear 50% or 5ft. of the booth space, and 4ft. in the front 50% of the booth. The back wall is permitted to 12ft. in height including signs, company name, and logo and/or product information.

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.



Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

Island Booth

Island booths are defined as exhibit space 400sq. ft. or larger with aisles on all four sides. A tower is a freestanding exhibit component separate from the main exhibit fixture that is used for identification and display purposes only. Exhibit fixtures, components and identification signs of island booths are permitted to a maximum height of 22ft. Towers are permitted to be a maximum of 22 feet tall. See the hanging signs section for details on the overhead sign.

There must be access from all four sides of an island booth with a 30% see-through effect from front to back and side-to-side. That means on all four sides of your booth space, there must be the ability to see through the booth on 30% of the entire booth width (so for a 30'x30' booth, 9 feet of see-through space must be incorporated into the design). A sketch or blueprint of the layout for all island exhibits must be submitted to the ATS for approval by March 20, 2026.

EXAMPLE: A 100'x100' booth requires 30' of see-through sight lines on all four sides. The example below shows the required 30' see-through sight lines, represented by the blue vertical line and green horizontal lines.

Sightlines 100 x 100

